





ASEAN BUSINESS AWARDS 2017

TERMS OF REFERENCE

1. Background

Since its establishment by ASEAN Leaders in 2003, the ASEAN Business Advisory Council (ASEAN-BAC) has been active in promoting public-private sector partnership and consultation to assist the integration of an ASEAN Economic Community (AEC) by 2017. In its efforts to bridge ASEAN Governments with its private sectors, the Council launched the ASEAN Business Awards (ABA) in 2007 to give recognition to enterprises that have contributed to the growth and prosperity of the ASEAN economy.

ABA was conceived to be the first of its kind in the region, with the dual objectives of recognising outstanding ASEAN enterprises, and to serve as a platform to spread information concerning the ASEAN Economic Community (AEC). In addition, ABA also brings to the spotlight promising ASEAN small- and medium-sized enterprises (SMEs) that have the potential of becoming global economic players.

A dedicated Working Group of 'National Gateways' consisting of ten ASEAN-BAC Members (one representative from each Member State) forms the foundation of ABA. The roles of the National Gateways are to promote the event in their respective countries, as well as to select 'National Judges' who will be responsible in selecting the recipients of ABA.

Since it was first launched in 2007, ABA has recognised more than 100 companies throughout the region that excel in the categories of: Growth, Employment, Innovation and Corporate Social Responsibility (CSR). In 2015, however, ASEAN-BAC expanded the categories of ABA to include the Priority Integration Sectors (PIS) of ASEAN element, as well as recognising outstanding young entrepreneurs and women entrepreneurs.

To ensure the high-quality and independency of such a prestigious event, ASEAN-BAC engages a Strategic Partner each year to administer the implementation of the ABA Framework; short listing nominations of companies; administering the Judges Meeting and assist in promoting the event throughout the ASEAN region. This Terms of Reference (TOR) aims to briefly highlight the event's objectives, categories and criteria, and plan in carrying out ABA 2017.

2. Objectives

Aside from recognizing outstanding ASEAN enterprises, ABA also has the objectives of serving as a platform to disseminate AEC-related information, as well as to bring to the spotlight SMEs that have the potential of becoming global economic players in their respective industries.

3. Major Criteria

Companies and individual entrepreneurs are eligible to be nominees of ABA 2017. The basic eligibility criteria for company nominees include:

A. Large-Size Company



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1. Be an ASEAN-incorporated enterprise with at least 40% ASEAN-owned equity and have operational presence in two or more ASEAN countries;
2. Be in operations for a minimum of five years and must have three years audited financial statements; and
3. Fulfil one of the following conditions:
 - Annual revenue of a minimum of USD143million
 - Fixed assets of more than USD43million
 - Minimum of 300 employees

B. The Mid-Tier Companies (MTCs)

1. Be an ASEAN-incorporated enterprise with at least 40% ASEAN-owned equity and have operational presence in two or more ASEAN countries;
2. Be in operations for a minimum of five years and must have three years audited financial statements; and
3. Fulfil one of the following conditions:
 - An annual revenues between USD14.3 million to USD143 million in the manufacturing sector and between USD6 million to USD143 million in other sectors.
 - Minimum of 200 employees

C. Small and Medium Size Enterprise (SMEs)

1. Be an ASEAN-incorporated enterprise with at least 40% ASEAN-owned equity, **and preferably (not compulsory)** with operational presence in two or more ASEAN countries;
2. Be in operations for a minimum of three years;
3. Preferably have three years of financial statements (audited or non-audited). Audited financial statements should be provided for the growth criteria; and
4. SMEs participating in ABA will need to comply with the SME Criteria defined by respective ASEAN Member States.
5. Any enterprise that is owned or managed by an individual who is 45 years old or below may be included in the Young Entrepreneur Criteria.

D. Friends of ASEAN

1. Be an Non-ASEAN owned enterprise with at least 40% revenue from ASEAN operations in two or more ASEAN countries;
2. Be in operations for a minimum of five years and must have three years audited financial statements; and
3. Fulfil one of the following conditions:
 - Annual revenue of a minimum of USD143million
 - Fixed assets of more than USD43million
 - Minimum of 300 employees

Meanwhile, individual entrepreneurs can be selected as nominees of ABA 2017 with the following basic criteria:

A. Young Entrepreneurs

1. Young Entrepreneur must be either be the founder of their own business and achieved significant success with unique marketing approach or products / services or has an ownership of more than 20% with significant influence in the board and have an active executive position role;
2. The age of the nominee must be 45 years old or below;
3. Be an ASEAN-incorporated enterprise with at least 40% ASEAN-owned equity;
4. Be in operation for a minimum of two years and have 2 years audited financial statements for financial performance criteria;
5. Demonstrate capability for innovation and a proven ability to create, nurture and develop new products or services;
6. Demonstrate strong financial performance results and growth over the past two years.

B. Women Entrepreneurs

1. Women entrepreneurs must be either be the founder of their own business and achieved significant success with unique marketing approach or products/services or has an ownership of more than 20% with significant influence in the board and have an active executive management position role;
2. Women management in the organization who changed either the following: marketing strategy; management style; human resource management; or organization culture and achieved significant success in the business or improvement in efficiency which benefited the company overall;
3. Women Entrepreneur must own more than 20% in the business and must have active role in the board or executive management role;
4. Be an ASEAN-incorporated enterprise with at least 40% ASEAN-owned equity;
5. Have 3 years audited financial statements for financial performance criteria;
6. Demonstrate capability for innovation and a proven ability to create, nurture and develop new products or services;
7. Demonstrate strong financial performance results and growth over the past two years.

4. Categories of the Awards

The categories include the following:

- ASEAN Business Awards: Priority Integration Sectors – Excellence Awards;

The Priority Integration Sectors Excellence Awards open to companies of all sizes, with one award to be given out per one sub-category. 12 Awards will be given out to each Priority Integration Sector which are Agro-Based, Automotive, Aviation, e-ASEAN, Electronics, Fisheries, Healthcare, Logistics, Rubber-based, Textiles, Tourism, and Wood-Based.

- ASEAN Business Awards: SME Excellence Awards;

The SME Excellence Awards will be given to SMEs that meet SME Qualification that is set by SME Agencies in respective countries. One award will be given out per sub-category of 'Growth', 'Employment', 'Innovation', and 'Corporate Social Responsibility (CSR)'.

- ASEAN Business Awards: Young Entrepreneurs Award;

The Young Entrepreneurs Award will be given to an outstanding young entrepreneur that fits the eligibility criteria for ‘young entrepreneurs’ set in earlier section. The nominees will be judged based on their achievements in relation to growth, employment, innovation, and CSR activities.

- ASEAN Business Awards: Women Entrepreneurs Award.

Women Entrepreneurs Awards will be given to an outstanding women entrepreneur that fits the eligibility criteria under ‘women entrepreneurs’ set in earlier section. The nominees will be judged based on their achievements in relation to growth, employment, innovation, and CSR activities.

- ASEAN Business Awards: Friends of ASEAN Awards.

Friends of ASEAN Awards will be given to three outstanding Non-ASEAN owned enterprises that fit the eligibility criteria under ‘Friends of ASEAN’ set in earlier section. The nominees will be judged based on their achievements in relation to growth, employment, innovation, and CSR activities.

5. Procedure for nominations/selections for ABA 2017

The nominations or selections for ABA 2017 can be made via one the following channels:

- Automatic nominations from national level ABAs;
- Application through national gateways; and
- Online applications (download the form via www.aba2017.com and send to support@aba2017.com)

With regard to application to be made through national gateways, auditors in respective countries are expected to work with national gateways in determining the nominations or selections for ABA. In terms of online applications, appointed auditors’ office in Philippines will take the coordinating role to vet online applications. Auditors are also expected to formulate simple application process, preferably based on the standard of evaluation already accepted in ASEAN.

6. Timeline

DATE	ACTIVITIES
March 13	Official Launch of Nominations
March 13 – June 15	Application Period
June 15 (11:59)	Closing of Applications
August 15	Judges Meeting in Manila
August 20	Announcement of ABA 2017 Winners



September 6

Gala Night (Philippines)

7. Awards & Description

AEC Priority Integration Sector Excellence Awards

Outstanding performance and presence in the ASEAN Economic Community Priority Integration Sectors. Includes the recognition of integration and connectivity between ASEAN businesses owned and operated by the applicant. Submissions should demonstrate exemplary track records in Growth, Employment, Innovation and CSR.

SME Excellence Awards: Employment

Demonstrate the provision of a stimulating and supportive workplace. Qualifiers of this award are required to demonstrate how its people development strategies have created a committed, motivated and effective workforce

SME Excellence Awards: Growth

Have achieved outstanding commercial success and sustainable growth will be honoured with this award. Submissions should demonstrate initiative and a willingness to undertake bold new ventures and include evidence of sustainable growth and commercial success to levels that are outstanding for the size of the applicant's operations.

SME Excellence Awards: Innovation

Demonstrate a proven ability to create, nurture and develop new products or services. Qualifiers of this award are required to demonstrate how they have differentiated themselves from others in their industry. Achievements can include, but are not limited to the invention, design, production, performance, marketing and distribution of their product or service.

SME Excellence Awards: Corporate Social Responsibility (CSR)

Demonstrate a high standard of commitment in the way they organise and integrate their responsible business practices will receive this prestigious endorsement. Submissions should provide evidence of a Corporate Social Responsibility (CSR) strategy that integrates responsible business practice into their mainstream operations resulting in a positive impact in the workplace, the marketplace, the environment or the community.

Young Entrepreneur of the Year Award

Outstanding business owner below the age of 45 who have demonstrated significant success through leadership, market positioning and company performance.

Woman Entrepreneur of the Year Award

Female business owner who have demonstrated significant success through leadership, market positioning and company performance.

Friend of ASEAN Awards

A non-ASEAN owned enterprise that demonstrates a continuous and increased commitment in growing its presence within ASEAN.

Inclusive Business Excellence Award

Outstanding business models that sustainably create social impact through the company's core business operations. Nominated business models should demonstrate financial viability, positive



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impact on poor and low-income people and communities, innovation within the value chain, and scale and replicability of the business model to alleviate the poverty and inclusion problem.

8. About ASEAN-BAC

Launched in April 2003, ASEAN-BAC was set up with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration. Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN Leaders. Accordingly, ASEAN-BAC's activities are primarily focused on reviewing and identifying issues to facilitate and promote economic cooperation and integration. The Council also submits annual recommendations for the consideration of the Leaders and the ASEAN Economic Ministers (AEM). Since 2013, ASEAN-BAC also pursues additional Dialogue with Senior Economic Official Meeting (SEOM). In addition to these activities, ASEAN-BAC also socialises ASEAN Economic Community (AEC) to the private sector, both within and beyond the Southeast Asian region. ASEAN-BAC consists of 30 members, three (3) members from each ASEAN country. Each country has their own chapters consisting of the 3 Council Members appointed to sit at the regional Council. The Chapters undertake national-level initiatives. The Chapters and the Council itself are private sector-driven, whilst in close conformity to the regional public sector initiatives. The day-to-day activities of the Council are coordinated by the ASEAN-BAC Secretariat that is located in the ASEAN Secretariat, in Jakarta, Indonesia.